What is claimed is:

1. Network apparatus comprising:

a plurality of service-option resources each having a respective numerical network address;

an address server storing said numerical network addresses and a respective logical name corresponding to each numerical network address, said address server responding to queries by providing a numerical network address corresponding to a logical name contained in a respective query;

an authorization server storing respective user profiles for identifying service-option resources to which each one of a plurality of users are authorized to use; and

a plurality of service selection gateways coupled to said service-option resources, said address server, and said authorization server, each service selection gateway 1) receiving user traffic from a respective user directed to a nominal destination, 2) determining if said nominal destination should be redirected to a respective logical name corresponding to one of said service-option resources in response to a respective user profile, and 3) querying said address server for a respective numerical network address to redirect according to said respective logical name.

2. The network apparatus of claim 1 wherein said numerical network addresses are comprised of IP addresses.

3. The network apparatus of claim 1 wherein said service-option resources include subscription services and wherein said network apparatus further comprises a service selection dashboard through which said users obtain authorization for said subscription services.

4. The network apparatus of claim 1 wherein said service-option resources include at least one firewall resource.

5. The network apparatus of claim 1 wherein said service-option resources include at least one virus-scanning resource.

6. The network apparatus of claim 1 wherein said service-option resources include at least one content-filtering resource.

7. The network apparatus of claim 1 wherein said service-option resources include at least one walled-garden resource.

8. A method of forwarding user traffic in a computer network including a plurality of service-option resources each having a respective numerical network address, said method comprising the steps of:

assigning a logical name corresponding to each of said numerical network addresses;

storing each of said numerical network addresses with its respective logical name in an address server;

storing respective user profiles for identifying service-option resources to which each one of a plurality of users are authorized to use;

receiving at a service selection gateway user traffic from a user in the form of a packet having a nominal destination;

determining a respective logical name to which said nominal destination should be redirected in response to a respective user profile;

said service selection gateway querying said address server for a respective numerical network address corresponding to said respective logical name;

said address server responding with said respective numerical network address; and

said service selection gateway redirecting said packet to said respective numerical network address.

9. The method of claim 8 further comprising the steps of:

reconfiguring said service-option resources, resulting in changed numerical network addresses; and

modifying said stored numerical network addresses on said address server;

whereby said service selection gateway continues to redirect said packets to a correct numerical network address after said reconfiguring step without requiring any changes to said service selection gateway.

10. The method of claim 8 wherein said numerical network addresses are comprised of IP addresses.

11. The method of claim 8 further comprising the step of directing said user to a service selection dashboard for configuring said user profile.

12. The method of claim 8 wherein said service-option resources include at least one firewall resource.

13. The method of claim 8 wherein said service-option resources include at least one virus-scanning resource.

14. The method of claim 8 wherein said service-option resources include at least one content-filtering resource.

15. The method of claim 8 wherein said service-option resources include at least one walled-garden resource.